Yogita Pahuja

B.Design | Product Designer

Creating innovative, user-centered designs that effectively drive monetization and engagement.
Experienced in crafting products that balance business goals with user needs, ensuring each solution is both easy to use and visually engaging while fulfilling the needs.

Problem-Solver   Adapting   Optimistic   Honest

◎ Pune | Delhi

✉ ynndjpahuja@gmail.com   ☏ +91 8007904199

🌐 https://www.yogitapahuja.com/

in https://www.linkedin.com/in/yogitapahuja/

EXPERIENCE

NO NAMES, Delhi - **Product Designer**   *(Job)*   May 2024 - Present

• Built a comprehensive design system from scratch, applied in designing a user-friendly interface for a dating app.
• Conducted extensive research on leading dating apps to identify and implement interactions for optimal user experience.
• Designed a multi-purpose admin panel through iterative feature development to support team-wide functionality.
• Performed UI and functional testing to ensure smooth and intuitive app performance.

InspectNAU - **UI Designer**   *(Freelance)*   July 2024

• Re-designed and optimized the user flow of a merchant navy app to enhance usability, ensuring a seamless experience for officers.

Supply EZ - **Product Designer**   *(Freelance)*   August 2024

• Developed unique features to differentiate and enhance the value of SupplyEZ's e-commerce platform, contributing to higher upsell potential.

Spoke Design Labs, Bangalore - **UI/UX Designer**   *(Internship)*   August 2023 - May 2024

• Designed websites across various industries, including casino, marketing agencies, and automotive sales.
• Collaborated on marketing strategies and scripting to launch a successful podcast, supporting its growth from the ground up.

AR Gym Trainer - **Product Designer**   *(Academic Project)*   July 2023 - December 2023

• Conducted user interviews and extensive primary and secondary research to identify gaps in the fitness industry.
• Developed a prototype for an AR gym trainer, addressing industry needs and enhancing experience through innovative technology.

Google FitBit - **Product Designer**   *(Academic - Client Project)*   July 2022 - December 2023

• Designed a user-friendly Fitbit interface tailored to meet the unique needs of an elderly audience.
• Developed prototypes to enhance tangible features of Fitbit, improving usability and accessibility for senior users.

TOOLS

⊞ Figma   🅟🅢 Photoshop   ✈ Blender   ◆ Spark AR   HTML 5

🅐🅘 Illustrator   🅐🅔 Aftereffects   ∞ Arduino UNO   🅝 Notion   CSS